

Parkergrams

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No. 8

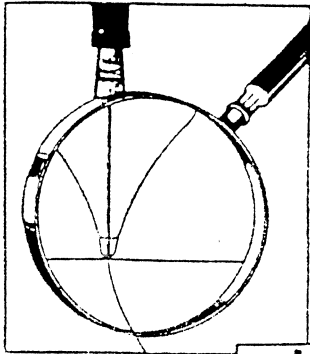


IS YOURS AN UP-TO-DATE PEN LINE?

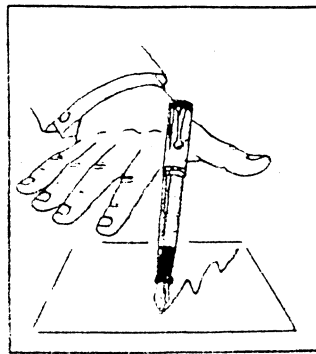
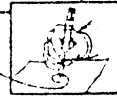
IS your pen department in step with the times or are you still cluttering up your case with numbers as obsolete as cars with out four wheel brakes? The Parker Duofold will bring you right up to the minute. It offers not only every feature to be found in any pen manufactured but in addition a number that are exclusively Parker. This is a broad statement but one that is supported by facts. Let us review them and you will perceive that no other pen manufacturer can truthfully offer you the improvements in a writing instrument that Parker can, and in view of them it is not surprising that Parker has a consumer preference that is 24.07% greater than that of the pen nearest in popularity—a fact established in a nation-wide pen poll conducted by the Library Bureau of Chicago whose statistics can be verified by anyone who wishes to do so.

Here is the impressive list of Duofold features:—

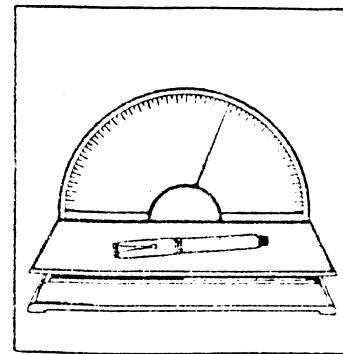
- (a) 24% greater ink capacity than the average pen.
- (b) Leak proof.
- (c) Push button filling device instead of lever—no hole in the wall.
- (d) "Spear head" feed instead of comb feed—prevents "sweating".
- (e) Slip section, permits change of points.
- (f) Washer clip—adjustable.
- (g) Flexible, medium and stiff points ranging from needle to oblique.
- (h) The convertible feature whereby a pocket pen can instantly be converted to a desk set pen and vice versa.
- (i) Greater range of color.



Instant Flow
Droplet of ink always ready to start at touch to paper. Fine ink channel ground between points combines capillary attraction with gravity feed.



Pressureless Touch
The light weight of the pen itself is sufficient to start and keep it writing.



28% Lighter Than Rubber
Parker Permaute Material makes a pen that your hand never tires of holding, due to weight.

One manufacturer has based an entire advertising campaign on the idea of balance arrived at through an extreme external design. What, pray, enables the Parker Duofold to write with its incomparable "Pressureless touch?" A droplet of ink is always ready to start instantly after touching the Duofold ink to paper. A fine ink channel, ground between the points, combines capillary attraction with gravity feed so that the light weight of the pen itself is sufficient to start and keep it writing. No hand that guides a Duofold ever experiences fatigue.

Ink Capacity is about as essential to satisfactory performance in a pen as miles per gallon is to a motor car, isn't it? The Miner Laboratories, 9 South Clinton street, Chicago, tested each of six leading makes of fountain pens for ink capacity and the following comparison speaks for itself—

Parker	2.534 grams
Pen No. 2	1.568 grams
Pen No. 3	2.336 grams
Pen No. 4	1.883 grams
Pen No. 5	2.175 grams
Pen No. 6	2.257 grams
Average of 5 other makes	2.044 grams
Greater capacity of Parker compared with average of other makes	24%

The Parker Duofold is *leak proof* on two counts. (1) Before the inner cap is screwed in to the outer cap, it is machined with such accuracy that it forms an ink tight seal where it joins the section which is also machined. Inasmuch as no other pen has this inner cap—a separate piece which permits the use of a *washer clip* (which can be taken off and adjusted tightly to the barrel)—no other pen offers an absolutely ink tight seal. Then, (2) since there

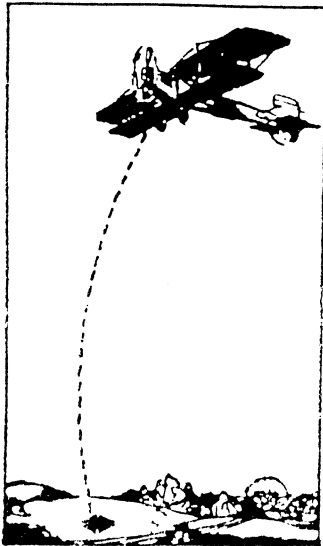
is no hole in the Parker barrel for a lever there is no possibility of ink flooding out in case the sac breaks.

In its *spear head feed* the Duofold possesses another unique bit of construction. On either side of the feed three notches are cut giving it that spear head appearance from which it derives its name. These hold backs or ink retainers are of the utmost importance to the proper functioning of the pen because they really do insure absolute ink control. They take care of any surplus ink forced to the point due to expansion of air in the barrel—a result of variations in temperature between the pen and the hand.

The *slip section* permits instant change of points when the assortment carried is not large. This feature also—interchangability of points—forms the basis for one manufacturer's entire advertising campaign. It is only one of Parker's many features.

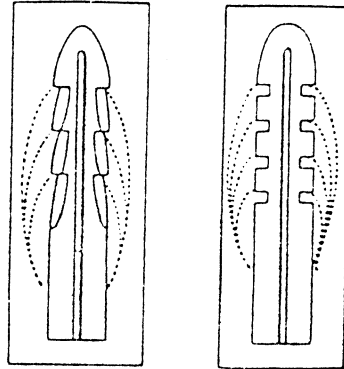
As for *color* what line can vie with the flashing yellow, red, green and blue with the contrasting black tips of the Parker line? The incomparable pearl and black de luxe Duofold which contains far more pearl than any similar model—and looks it!—the many soft pastel shades—a color to suit any taste.

It is important that you always carry a varied assortment of *points* to satisfy the different kinds of writers. So many people are continually trying to make a point do what it was never intended to do. No two people write alike, no two points are alike. Any one style point can be made to write several different ways. For example, take a needle point in the hand of a light penman, it will make a hair-like line. Hand it to a penman with a heavy hand and



Non-Breakable

We have thrown Parker Duofolds from an airplane 3,000 feet aloft and not one has ever broken.

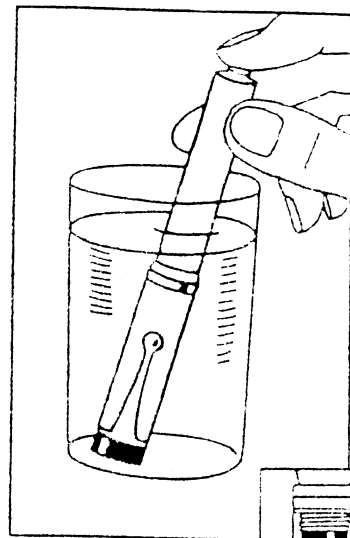


SLANTED NOTCHES

Above, on the left is, shown the Parker notched feed as contrasted with the ordinary comb feed. The Notched feed permits ink to drain back into the barrel readily and obviates the "sweating" of ordinary pens.

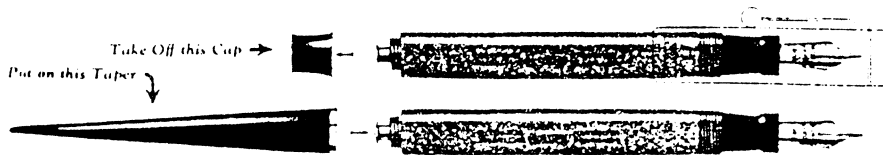
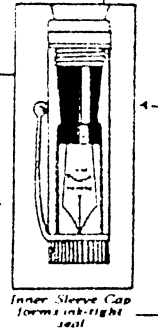
TWO PENS IN ONE

Below is illustrated one of the greatest exclusive features of the Parker Duofold. Take off the cap and tip from the Parker in your pocket and put on a Parker taper. Your pocket pen thus becomes a desk pen in an instant. Reverse the process and take it home with you when you leave the office.



Leak-Proof

Empty Parker. Put cap on tightly. Immerse in water. Press filler button. Not a bubble will appear, proving it leak-proof.



he immediately changes it into a heavier line, thereby changing it into an ordinary fine point, etc. A medium point in the hand of a heavy writer will be changed into a coarse line, as if written with a coarse point. And so on, from the extra fine point to the broad stub, there are variations, all depending upon the writer. Parker not only offers you seven points ranging from needle to stub and oblique but they are made flexible, medium or stiff as well.

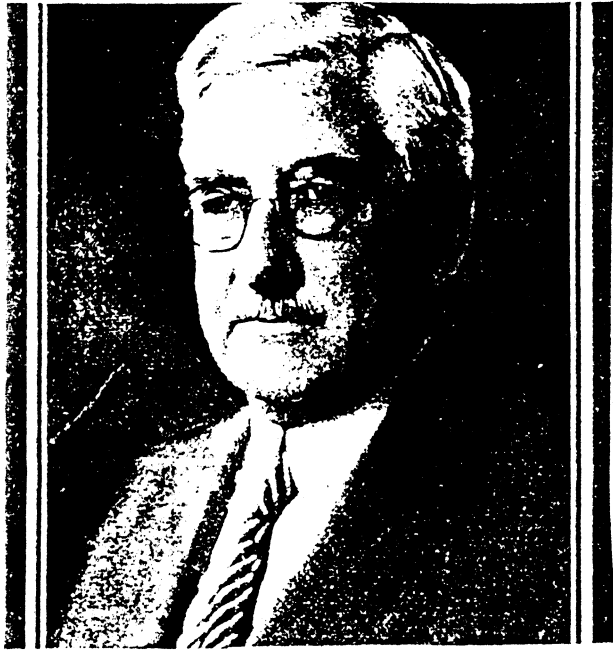
Then, Parker's new *Desk and pocket pen in one* feature is one which no other pen manufacturer can duplicate. Every customer who buys a Parker desk set with taper pen now receives a complete outer cap with gold filled clip or ring *without extra charge* so

he can convert his desk set pen to a pocket model and take it home with him when he leaves the office. This two-pens-in-one, without extra charge, gives the Parker dealer a 100% selling advantage over dealers handling other desk sets—an advantage that will sweep the market for you if you tie in consistently. Remember this last and most valuable exclusively Parker feature—Parker Duofold is the only pen whose construction permits this. Simply unscrew the desk pen taper on leaving the office, screw on the filler cap and the outer cap with clip and take the converted pen home in your pocket! The idea will win nine out of ten Desk Set customers the moment they know about it.

The Parker Duofold—the pen of the hour!

He Offers in This Fountain Pen

47 Improvements—37 Years' Experience



Geo. S. Parker
President,
The Parker Pen
Company, and
maker of the
famous Parker
Duofold Pen



*Pens, Over-size, \$7; Lady
or Junior, \$5. Pencils,
\$3, \$3.50, \$4. Matched
Pairs in Gift Box,
\$8, \$8.50, \$11*

37 years ago Geo. S. Parker decided to make the world's finest fountain pen. That pen is known today as the Parker Duofold. Its development is marked by 29 patents, 47 improvements and a "guarantee forever against all defects." It is inconceivable that you could get a better pen at any price.

"In *Pressureless Touch*," says Mr. Parker, "I think we have lightened the labor of long-hand writing in a truly able manner—in fact, have taken practically all the effort from it, a steady, even ink-flow being maintained easily by the *feather-light weight of the pen itself*. Finger-pressure is relieved. No effort. No strain.

So popular is the Duofold that it is not only leading seller among good pens in the United States, but is required by pen dealers in 90 foreign lands.

Barrels are Non-Breakable, 28% lighter than rubber. Points yield to any hand, yet never lose their shape. Your choice is made from five, flashing, modern colors, obtainable only in the Duofold. Duofold Pencils in all colors to match Duofold Pens.

Be sure to see, "Geo. S. Parker—DUOFOLD," on the barrel of the pen or pencil, thus making certain of the betterments that Geo. S. Parker has included in these famous writing aids.

THE PARKER PEN COMPANY, JANESVILLE, WIS.
OFFICES AND SUBSIDIARIES: NEW YORK • CHICAGO • ATLANTA
BUFFALO • DALLAS • SAN FRANCISCO • TORONTO, CANADA
LONDON, ENGLAND • HEIDELBERG, GERMANY

21% greater ink capacity, size for size, than average pens

Parker Duofold



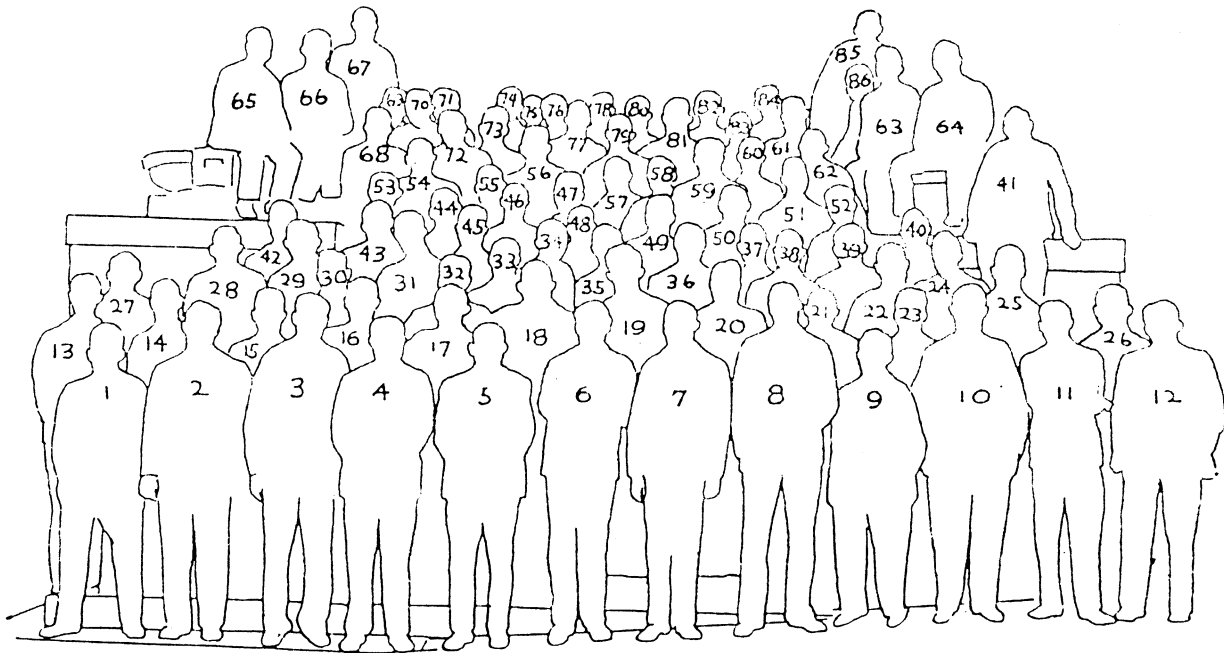
**Parker Duofold
INK**

Makes all pens
write better

* To prove Parker Duofold is a pen of lifelong perfection, we offer to make good any defect, provided complete pen is sent by the owner direct to the factory with 10c for return postage and insurance.



Introducing The Parker "Duofellows" of 1929



(See Key on Opposite Page)

- | | | |
|--|---|-------------------------------|
| 1. Oakley, New York City | 30. Pike, Pa. | 59. Ratz, N. Y. |
| 2. La Parle, Pilot of Parker Plane | 31. Verket, Calif. | 60. Annis, Chicago |
| 3. W. L. Clark, General Sales Manager | 32. Stevenson, Nebraska | 61. Wakefield, Texas |
| 4. B. M. Jeffris, Secretary, Comptroller | 33. McCall, Iowa | 62. Gullet, Texas |
| 5. Russell Parker, Vice Pres., Gen. Mgr. | 34. Carl Priest, Washington | 63. Callahan, Fla. |
| 6. Geo. S. Parker, President | 35. J. R. Rhodes, Atlanta Div. Mgr. | 64. Scottford, Chicago |
| 7. Kenneth Parker, Vice Pres., Adv. Mgr. | 36. G. A. Anders, Milwaukee Div. Mgr. | 65. Prince, Ill. |
| 8. Gibbs, Detroit | 37. J. Phillips, Buffalo Div. Mgr. | 66. F. Matthey, Exp. Mgr. |
| 9. English, Va. | 38. A. D. W. Smith, Del., Md., Pa., N. J. | 67. Perry, Service & Ex. |
| 10. Mark Morrissey, Chicago Div. Mgr. | 39. Grover, N. Y. C. | 68. D. W. Smith, Mich. |
| 11. Monte Smith, Parkergrams | 40. Gorringer, N. J. | 69. Lyman, Ill. |
| 12. W. E. Bening, Asst. Adv. Mgr. | 41. Harmon, Pittsburgh | 70. Naegeli, Ind. |
| 13. Mayne, Minnesota | 42. Turnipseed, Ga. S. C. | 71. Minniece, Miss. |
| 14. F. Marling, Sec. Crowell, C., Williams | 43. Somers, Ohio | 72. Vining, Kan., Mo. |
| 15. Max Walther, Oregon | 44. Matthews, Pa. | 73. Horton, Me., N. H. |
| 16. Gross, California | 45. O'Brien, St. Paul | 74. Shafer, Wis. |
| 17. L. A. Crowell, Crowell, C., Williams | 46. Case, Mont., Wv. | 75. M. Weirick, Credit Mgr. |
| 18. Peyton, Iowa | 47. Voight, Md. | 76. J. U. Winings, Ohio |
| 19. Thompson, Mich. | 48. Spurrier, Calif. | 77. R. Franz, N. Y. Div. Mgr. |
| 20. Ronan, N. Y. | 49. Traver, Mass. | 78. Ardueser, Wis. |
| 21. Wachtel, Philadelphia | 50. W. K. Winings, Ky. | 79. Kline, Calif. |
| 22. Don Korst, Dallas Div. Mgr. | 51. Layton, N. Y. C. | 80. Theisen, Foreign Adv. |
| 23. Robinson, N. Y. | 52. Goethius, N. Y. | 81. Glitz, St. Louis |
| 24. Bladon, Ohio | 53. Killen, W. Va. | 82. Griffin, Kansas |
| 25. Victor Smith, Man. Director, Toronto | 54. Hatton, Chicago | 83. Allen, Ark. |
| 26. Waldman, N. Y. | 55. Easters, Okla. | 84. Lane, La. |
| 27. Branson, N. D., S. D. | 56. Baxley, Ala. | 85. Willbourne, Texas |
| 28. Shelton, N. C. | 57. Stillwell, Tenn., Ky. | 86. Runge, Colo. |
| 29. Taylor, Cleveland | 58. Black, Asst. Sales Manager | |

The 1929 Parker Sales Conference

During the first six months of 1929, the greatest sales record in the history of The Parker Pen Company has been established. This was reflected in the largest and most enthusiastic gathering of men who ever attended a sales conference in the home plant at Janesville. The conference, which was held on July 1, 2 and 3, was conducted by Mr. W. L. Clark, General Sales Manager.

Two Parker men flew to the meeting from New York City in the big *Parker Duofold*—the monoplane which has carried 6000 Parker dealers on flights in a nation-wide publicity tour. A disinter-

ested observer present was heard to remark that of all the gatherings of a similar nature which he had ever attended, never had he observed such spirit, spontaneity and devotion to a cause.

On the evening of the first day, the men were guests of Mr. George S. Parker at his beautiful country home Stonehenge, situated high on a bluff overlooking Rock River. The culminating event of the occasion was a banquet at which one hundred men were in attendance. These men will carry a message to you dealers this fall which, we predict, you will be interested in hearing.





Parker Enjoys 100% Consumer Preference in This Pacific Island

A CORAL-RIBBED shore—waving palms—bathed in the violet glow of a South Seas twilight sun. A group of natives—burnt bronze skins reflecting its dying rays. Thousands of miles from civilization—a tiny speck of an island.

There—among the chattering crowd—an old man. His long white beard swept by the breeze. They gather closer around him. King of them all. A lone, white-skinned crusader at the end of the earth.

More than forty years Father Emanuel Rougier has thus served "his" people on Christmas Island, lonely little land in the Pacific.

Recently the aged Priest visited San Francisco. While there he was attracted by an interesting Parker display in the window of O'Connell and Davis, 237 California street, and decided to make Christmas Island 100% Parker. Accordingly he purchased ten

Parker Duofolds to take back with him.

Christmas Island! What a name—and strangely enough—should you see Father Rougier as he is today—he would take you back to Santa Claus days. That flowing beard—those kindly, crinkly eyes. Kris Kringle in the flesh. Aye, scoff not—he is a Santa Claus to those twittering natives.

Father Rougier is the sole owner of the island—king, council—adviser, priest—everything. Fiction would record a struggle with the elements—make-shift homes in thatch—primitive tools and lives. But fiction is not life—Father Rougier is a millionaire.

He owns a yacht—like other millionaires—but a yacht that only bards would picture—riding the wind-whipped waves o'er mile-deep seas. Jack London, chronicler of adventure, once called it his own.



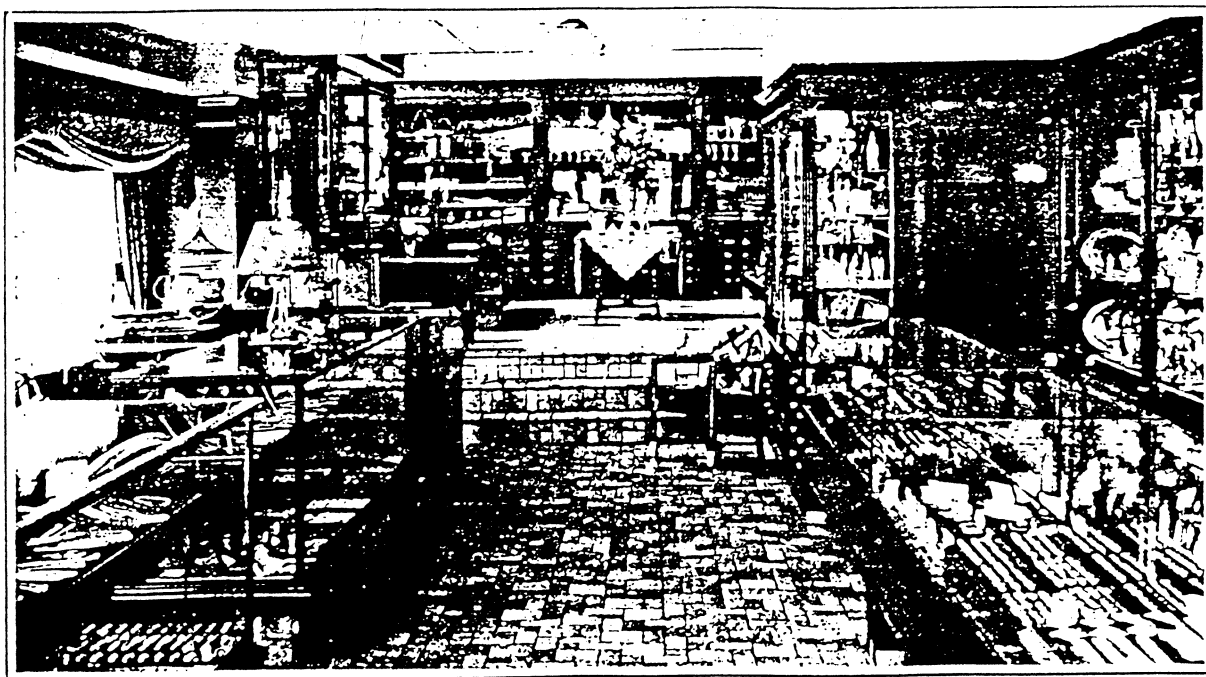
It is named the "Marechal Foch," after that doughty World War leader.

Father Rougier's schooner, plowing through mountainous seas on March 11, almost sank—lifeboats were swept away—decks washed by the waves. 'Twas as though the Sea Gods would take her with them to the depths. Marshal Foch, battling the seas of old age and illness, died in Paris that same day.

The crew of this sturdy boat is made up of native

Tahitans, all of them devoted followers of Father Rougier. They belong to his little kingdom on the isolated isle.

Father Rougier took back with him many necessities besides his Parkers—things that even a South Sea isle can't produce. "Fair exchange is no robbery"—the Marechal Foch brings huge shipments of copra and mother of pearl shell to this country.



Interior of H. G. Butterfield's new ultra modern Jewelry Store, Frisco Building, Sixth and Main Sts., Joplin, Mo. This splendid store has a personality all its own.



LAYTON



ROBINSON



GORRINGE



R. FRANZ, Division Manager

THIS unit of the Parker Sales organization carries the Doufold Banner into eleven states, including the Nation's Capitol. These are, New York, New Jersey, Pennsylvania, Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, Vermont, Delaware, Maryland, and District of Columbia.

Coal strikes, Textile strikes, Floods, Speed Laws and even the Flu, do not hinder these "Knights of the Grip" from vanquishing the common foe—Sales Quota.

DIVISION MANAGER FRANZ—Like King Arthur of old, he presides over the Round Table where the Knights foregather to plan their combats and tell of their deeds.

Unlike a King, however, he cuts the ceremony and deals in plain subjects of sales, quotas, returned goods, price cutters, belated commissions and expense allowances. His chief hobby is watching the daily market quotations on Parker stock and he is one of the few people who have not publicly endorsed Lucky Strike cigarettes or participated in the Old Gold blind-fold test. The real reason is he prefers Camels and this is no jest.

SAM LAYTON—This Knight was christened Sherman, but the boys call him Sam. They probably believe the latter a better name for a salesman.

He covers the hard boiled section of New York City where oftimes the trade phones the New York Branch for a salesman, and

Parker

upon calling, ask him to deliver two pens and a package of pencil erasers by special messenger.

Despite this, however, Sam has a host of excellent accounts, of which anyone might be proud. Like a real knight, he has a castle. His new home on Long Island is fitted with every kind of Do-dad that is nationally advertised, from cut glass door knobs to a twenty-first century oil burner. Sam sure does believe in keeping ahead of the times.

JACK ROBINSON—In the story books, you never read of small Knights. Jack, however, was not built along the usual lines. He is a short fellow. But short fellows can get out of tight places more gracefully.

Besides the mid-town section of New York City, he covers Bronx County, and being a small fellow with a big territory, he drives a snappy Chrysler which simply has to step when Jack says so.

He has a speaking acquaintance with many of the traffic cops in town, and to the envy of many a knight, he has received numerous invitations to appear at Court.

Jack recently joined the Elks. Someone told him that many judges belong to it.

HAROLD GORRINGE—With a suit of armor, a spear and a shield, this big fellow would make Sir Lancelot of King Arthur's staff look like a piker.

Sam Layton thinks Gorringe resembles Abraham Lincoln without the whiskers. He is that big and rugged. We call him Gorringe for, somehow, the name Harold does not seem to fit so much height.

He covers half of New Jersey but not in one stride. A Willys Knight Big Six helps him across.

Aside from selling Duofolds, Gorringe would rather fish and play poker. King Arthur's Table, being round, must have been the place where poker started, hence every good knight likes poker.

BEN WACHTEL—Parker salesmen evidently are not measured by any standard of stature. They come long and short. Ben is as short as Sam and Gorringe are long.

Although a small fellow, he presides over the Duofold destinies of the big Quaker town—Philadelphia.

Ben is a bachelor. Obviously he believes in concentration. That is, doing one thing well. He is so busy getting Parker distribution that he cannot find time to court a girl.

Like most bachelors, he gets around a lot and enjoys a wide social acquaintance with his trade. Many of the offspring of his buyers call him Uncle Ben.

Our excellent distribution among baseball celebrities is undoubtedly due to Ben's activity. He knows more baseball stars intimately than Judge Landis.

Any summer weekend you will find him at the Delaware Water Gap. That is heaven to Ben.

A. D. W. SMITH—This Knight of the Round Table is known as "Dewey" among his trade. Although he was christened after the noted Admiral, he does not look like a sailor.

He has a hankering for the Sea, however, for the southern half of New Jersey is part of his domain and that includes Atlantic City, Asbury Park and other Ritz Sea shore resorts. You're bound to find him there in between trips around the circuit with



WACHTEL



SMITH



GROVER

EASTERN SALES DIVISION..

one eye looking for new accounts and the other eye, gazing at the nymphs. Being a bachelor, however, that is his privilege. Dewey covers Delaware also and several counties in Pennsylvania. He has plenty of territory and work to keep him out of mischief.

BILL GROVER—Here is a Knight that should have been a Kings' jester. The Kings business is flat, however, hence he sells the Parker line. Bill has a mighty keen sense of humor and wit. As a matter of fact he was a vaudeville actor some years ago, but after acquiring a family, with more mouths to feed, he had to quit the show business for something more profitable.

Throughout Brooklyn and Long Island where he plies his trade, he lands more new accounts with wise-cracks than with the sales portfolio, and that is going some.

If you complain that it is raining, Bill optimistically declares it is good business for taxicabs and rubber shoe manufacturers.

His favorite joke is about the Scotchman who had—well let's save this story for some other time. The censor would kill it anyway.

HARRY GOETCHIUS—These Knights come in various sizes. They also differ in ages. We would not dare call any of them old, but Harry is the youngest.

With a new snappy Oakland of which he is justly proud, the hills of Westchester, Putnam and several other counties in New York City, mean nothing.

Harry's plan is to subdue the dealers' sales resistance with his portfolio and captivate the daughters with the car. Well, youth must be served.

If he continues as well as he has done, he will receive lots of commissions so as to perpetuate the program.

CLARENCE TRAVER—"Doc" is his nickname. We are not sure whether he studies medicine, but as a doctor he can effectively administer a dose of sales statistics to any "die-hard" in Boston or elsewhere in the several Massachusetts counties he travels.

Doc originally came from the factory at Janesville, but is now a thorough New Englander and Bostonian, but has not yet acquired the accent.

When business is dull through the textile sections he turns back to Boston and whoops things up among the trade, and then buys more Parker stock with his commissions.

Amherst is his "alma mater" and President Coolidge studies there. It must be a good College. Doc has the edge on the President, however, for as we go to press, Doc has a good job, but Coolidge lost his.

J. A. G. PIKE—Down in mid Pennsylvania where they must mine coal so as to eat and buy Parkers, dwells this Knight who travels up hill and down dale as much as any of the old timers did centuries ago.

He covers a mighty large territory but thinks it is small because some years ago he traveled throughout Canada for our Canadian office.

Pike has never mentioned it but surely there must have been some regrets in leaving a nice place like Canada when so many people from the States like to make pilgrimages there.

Be that as it may, he is doing well, and perhaps some day he will buy a coal mine and then too can make a few pilgrimages over the boundary.



BERGES



WALDMAN

FRED VOIGHT—Maryland and the Nation's Capitol. No Knight of old had a more historical domain. This ambassador of commerce spends a good part of his time at the place where lots of laws are made—good and bad. It is a matter of opinion.

We value the many excellent accounts in this territory and in Fred we confidently entrust Parker representation equal to any congressional standards.

C. K. HORTON—A fiery steed, but which feeds on gasoline and wears rubber shoes is the mount of our gallant crusader, who climbs the mountains and valleys through Vermont, New Hampshire and into Maine.

Good weather or bad, floods or overflowing streams do not keep "C.K." from doing his allotted share. There are oftentimes long jumps and few stops, but the summer beauty of the Green Mountains of Vermont and the White Range in New Hampshire offers its compensations.

GEORGE WALDMAN—One Round Table of Knights would not be complete without the Connecticut Yankee in King Arthur's Court, of which Mark Twain wrote.

George typifies this jovial fellow and as he roams through Connecticut as well as Rhode Island, he spreads good will for Parkers and good cheer to the Gentry.

Pleasingly plump, and smiling, with a golden tenor voice, George can sing a ballad that would charm a princess. In fact he did this not so long ago for he sang his way into the heart of a Connecticut maid, was married in Connecticut, and lives in Connecticut. This is the real "patronize your Home town" spirit.

W. E. BERGES—Berges is a new man in our midst but we bid him welcome and know that before long he will have won his spurs and bring Tales of prowess to the Table Round.



HORTON



VOIGHT



GOETCHIUS



TRAVER



PIKE

And in conclusion, may we say as they do in the story books—they lived happily ever afterward. Twice a year these "Knights of the Grip" gather in conference in New York City and after the usual order of business is closed, rest about the Round Table and enjoy the social contact that befits all good fellowship.

PARKER PENS PROFITABLE

All Year Round, Says Gasson.

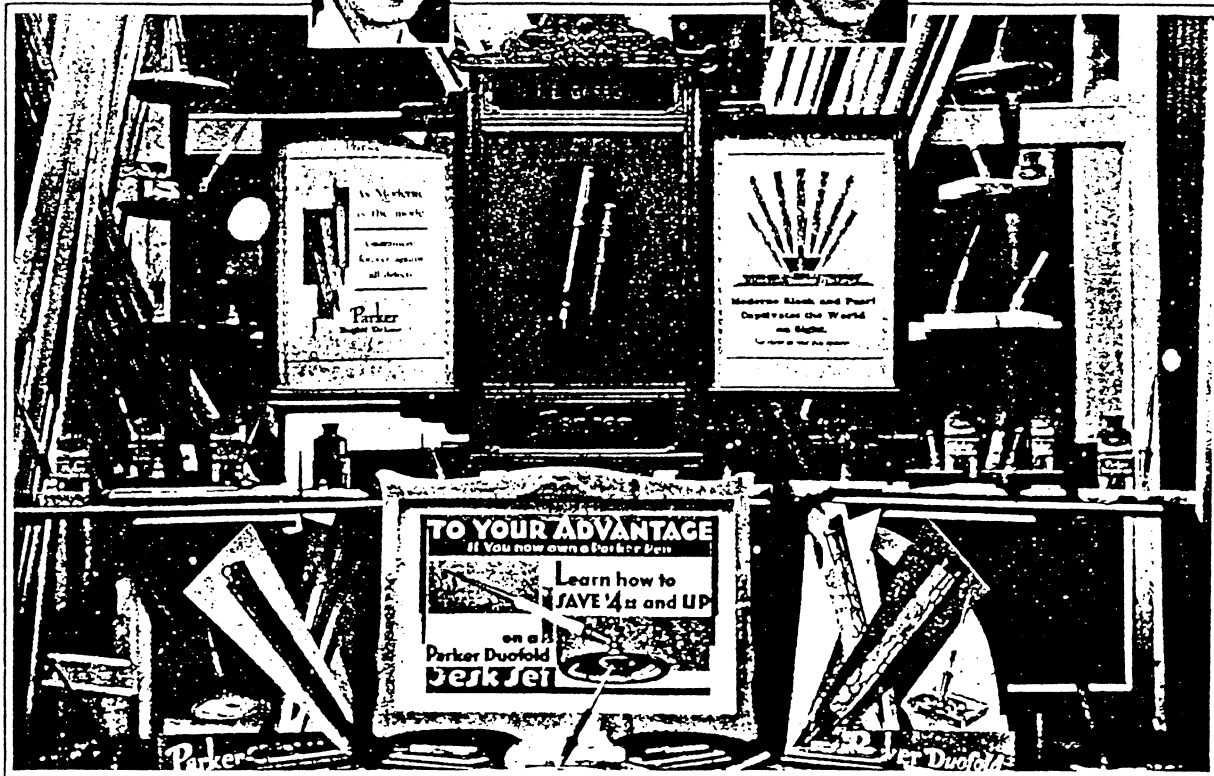
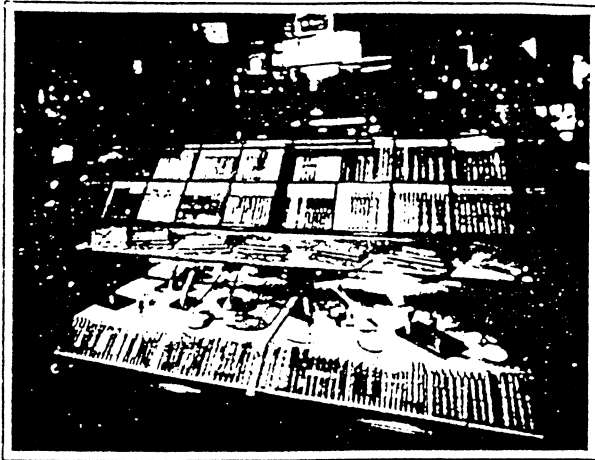
J. E. Gasson has a very up-to-date drug store at 10-12 N. Main street in Kenton which is a progressive town of 12,000 in Central Ohio. He writes us:

"Over twenty years ago when Fountain Pens were a novelty and you had to sell a dozen before your sales amounted to anything worth while, I commenced selling Parker Lucky Curve Fountain Pens. From that time on I have kept specializing on "Parker," adding larger show cases as our trade increased. In fact I have had practically all styles and sizes until now I have a two gross case. This case has been a revelation to me on how display sells goods. It has been the talk of the community since being installed.

When Parker Duofold Pens and Pencils were introduced, it meant making the Pen business a profitable one each month of the year especially since Parker advertising and displays have been constantly before the people.

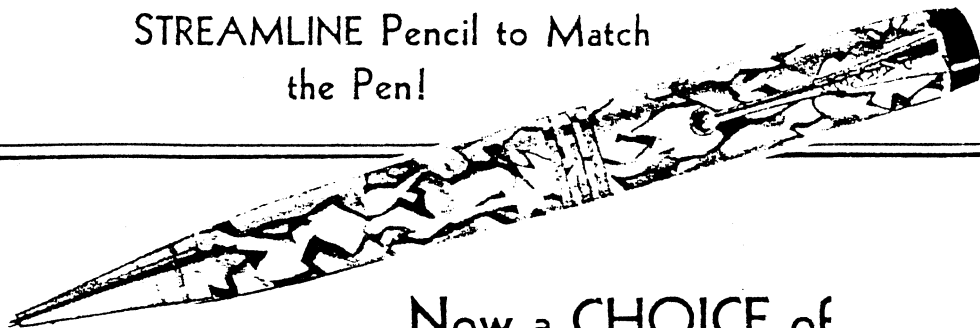
I have always featured service to my customers which has been made easy by the Parker Service Stations, easily reached from this city. In addition to this I have taken care of minor repairs in the store and have made many valuable customers and friends for the Parker Pen."

Below are shown the staff of this store. Mr. Gasson is fourth from the left.



A New Member of the Duofold Family

Gold Cap Models now joined by a
STREAMLINE Pencil to Match
the Pen!



Now a CHOICE of Parker Duofold Pencils!

—the flashing Standard Gold-Capped Model, or Parker's
new Streamline Duofold to match the Pen!

AGAIN Parker sets the style pace with this new addition to the champion family of Duofolds. The new Pencil's graceful streamline shape—its dart-like poise—its jaunty, black cap of lustrous Permanite—make it a perfect mate for the favorite Parker Duofold Pens—give an eye-appeal that will push sales of Pencils and Duettes of matched Pens and Pencils to new high levels!

Made in all five flashing colors and Moderne Black and Pearl—three models, Senior, Junior, Lady

And except in Moderne Black and Pearl, the new Pencils sell for 25 cents a Pencil more, size for size, than the Gold Cap models—extra sales and profit for you.

For customers who like the heft and looks of the Gold Cap models, Parker will advertise and push them as heavily as ever. Both models will be featured heavily this fall. Complete your stock of each—Gold Cap and Streamline models—and be ready for banner Pencil business for the rest of 1929!

New Streamline Pencil Prices

In Moderne Black or Pearl

Senior . . . \$5.00
Junior . . . 4.00
Lady . . . 3.50

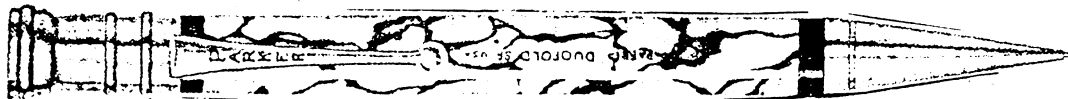
In Flashing Color

Senior . . . \$4.25
Junior . . . 3.75
Lady . . . 3.25



For the millions who like its heft and balance—

THE STANDARD GOLD-CAP DUOFOLD!



PARKER MERCHANDISING EVENT NO. 4

School Opening Brings I

On August 24th Parker Opens

1

In School . . .
In Business . . .
Parker Pressureless Touch

**Clears the Track
for Thinking**

Come Try It at Our Pen Counter

Parker Duofold requires merely the usual feather-light weight in bringing into immediate action an ever-kind of paper.

No pressure required. No effort. No strain. No fatigue.

Non-breakable Barrels with 25% greater ink capacity than average pens, size for size.

Fine flashing colors and modern black and pearl. Come make your selection at our pen counter.

Pen \$3 to \$10. Pencils to match, \$1 to \$5.

**Parker Duofold
Pens and Pencils**

DEALER'S NAME

2

**For Non-Stop Writing
Parker Duofold**

Get One Here for the New School Year

For a long start in the new school year, come in to our pen counter and select your Parker Duofold. Have a pen that will help you do your work quickly and easily via *Pressureless Touch*. It gives your thoughts free rein—enables you to write without strain or without fatigue.

Non-breakable Barrels—25% lighter than rubber and holding 25% more ink than average pens.

Take your pick from our complete assortment of colors, sizes and points.

\$3 and \$7 in colors, \$7 to \$8.50 and \$10 in Modern Black and Pearl.

Pencils to match, \$1 to \$5.

DEALER'S NAME

**Take Off
for School**

With Parker Duofold

Make School Work Fly
Via *Pressureless Touch*

Start school this year with the pen that leaps to its work like a dart and writes with *Pressureless Touch*—Parker Duofold.

Pressureless Touch is Gen. S. Parker's 47th Improvement. The ink connects with your paper a split-second sooner than the point, and its flow keeps pace with the speed of your hand by contact alone.

Non-breakable barrels of jewel-like, colorful Permalite, smartly black-tipped—25% lighter than rubber—holding 25% more ink than others, size for size.

Step up to our pen counter and select your favorite color and point.

\$3 and \$7 in color, \$7.50, \$8.50 and \$10 in Modern Black and Pearl.

Pencils to match, \$3 to \$5.

(DEALER'S NAME)

**Make School
Work Easy via
Parker
Pressureless
Touch**

For the new school term get a Parker Duofold—the pen that clears the track for thinking. Its feather-light weight is sufficient to start and keep it writing. No pressure needed. No effort. No fatigue.

Non-Breakable Barrels—25% more ink capacity—Jewel-Smooth Points.

We have all sizes and colors.

Pen \$3 to \$10. Pencils \$1 to \$5.

(DEALER'S NAME)

During Fall School and Business Opening national advertising to build sales and promote

Four color full page advertisements in *Saturday Evening Post*, *Literary Digest* (two back covers), *New Yorker*, and *College Humor*;

Black and White advertisements in *Time*, *Scholastic*;

Four color full page advertisements in *College Papers*.

Half page and other large advertisements in *College Papers*.

This gigantic drive will sell Parker merchandise. Free advertising aids on this page will identify the drive. Use them all—use them vigorously—and tie in 100% with a high-power advertising



Parker's AVIATION
Will Stop Every



Use These Ads in Your Local Newspapers to Tie in
with Parker's Giant Advertising Drive

These free newspaper ads shown above inserted in your local newspaper will tie in your store with this mighty Parker drive. We furnish mats of these ads free—your newspaper will insert your name. Get these ads—use them—to bring the sales Parker advertising will generate.

ALL SCHOOL AND BUSINESS OPENING

Large Pen and Pencil Sales Advertising Barrage to Win Them!

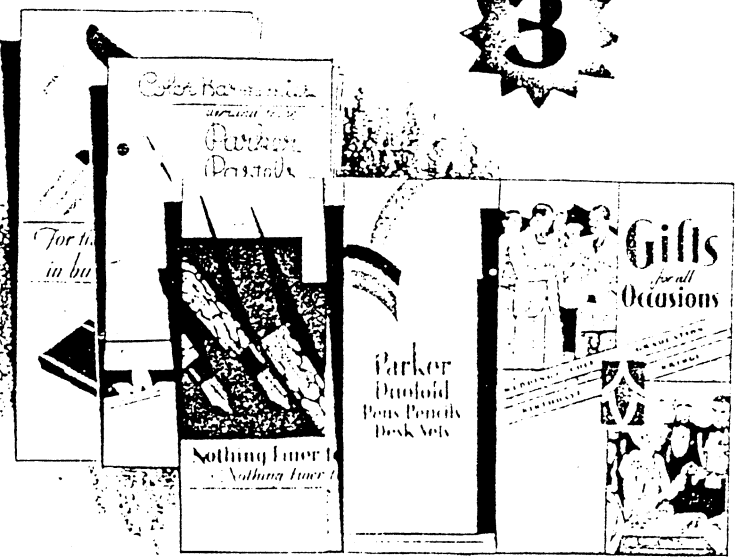
will release an overwhelming barrage of
a. Get the power of this schedule:
Evening Post (two inside covers and one double
Magazine, Liberty, National Geographic,
Country Gentleman, Youth's Companion, and
Metropolitan Sunday newspapers;
Newspapers from coast to coast and 137
to practically everyone in the nation. The
as the Parker dealer in your community.
Sales and profits can be made, when you
Parker's!



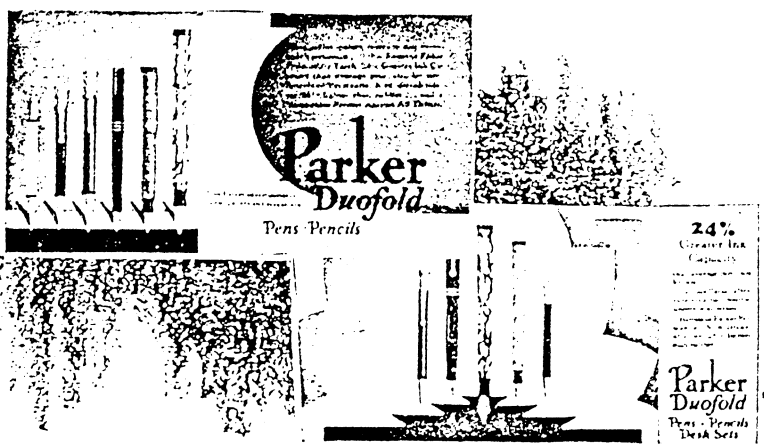
with Display in Full Color
Increasing Your Store



3



Put the Postman on Your Sales Force — With These
Circulars and Blotters in FOUR COLORS!



FREE.. Outer Cap AND CLIP! with Every Parker Desk Set Pen

The Customer Gets TWO PENS IN ONE
—for Desk—for Pocket—No Extra Charge!

First Public Announcement during Parker Desk Set
Inauguration Month — October 7—November 1

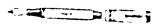
PARKER'S sensational offer is causing an upheaval in the Desk Set market. Already one Desk Set pen is cut in price—you can expect other efforts to forestall Parker.

But no other maker can give what the public wants—a convertible Desk and Pocket Pen *for the price of one*—because Parker's Convertible Duo-fold is the only Pen with construction that permits this. It's a free extra value that will sweep the Desk Set market of your territory. And here's how Parker will launch this new value . . . The shipment of every order for Parker Desk Set Pens with Bases received after July 1 will contain not only a Taper for each Pen, but an Outer Cap with Gold Pocket Clip or Ring End, *without extra charge*. This gets your stock ready for the Desk Set Drive . . . After the first public announcement, every customer buying a Desk Set with Taper Pen is to get this outer cap and clip FREE, so he can convert his Desk Set Pen to pocket model . . .

Here's Why 9 out of
10 will choose a
Parker Desk Set
this Fall!



1. To change his Desk Pen to pocket model, the owner unscrews the taper end.



2. He screws on the Filler Cap and Outer Cap with Clip.



3. He takes the *Converted* Pen with him in his pocket.

This revolutionary offer will be announced to the public by heavy advertising in the leading magazines and 285 newspapers, with total circulation of 30,350,000 copies, during Parker Desk Set Inauguration, October 7 to November 1. This extra value of an outer cap and clip FREE—an *exclusive* Parker feature

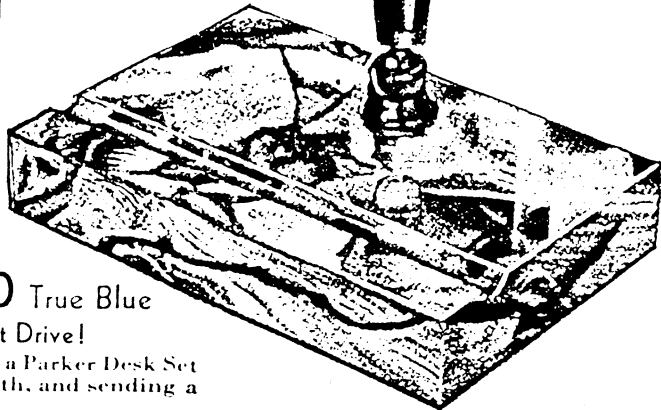
—gives Parker Dealers a 100% selling advantage over all others.

Dating the first announcement October 7 gives you several months to sell your present Desk Sets without free Caps and Clips.

Join in this sales-building program that is going to put new life in desk set sales. Place your order for a liberal assortment of Parker Desk Sets and write for our Special Desk Set Dealer Helps.



Parker Desk Sets
with Duo-fold Pens
\$6.50 to \$100



FREE to Dealers —A \$3.50 True Blue

Parker Pen for Tying in with this Desk Set Drive!

Parker will send a \$3.50 Pen *Free* to any dealer using a Parker Desk Set window display during Desk Set Inauguration Month, and sending a photo or snapshot of it.

Ivy Ledbetter Lee

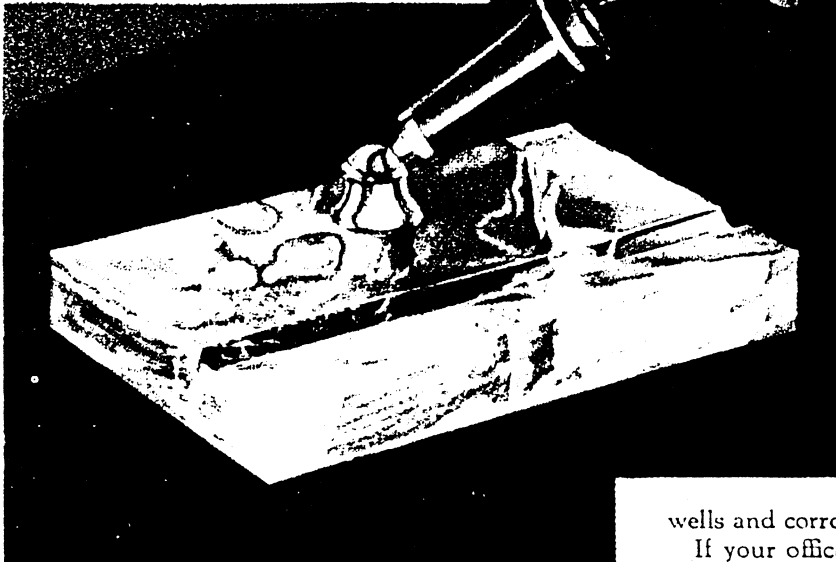
IVY Lee, publicity man extraordinary, is dean of a profession which has ten thousand members in the United States. Today at the age of fifty-two, with dark hair, keen blue eyes and robust, well knit frame, he sits at a desk in the front office of a suite which occupies the entire thirty-fourth floor of the Equitable Trust Company Building, 15 Broad street, New York City, an etching of which by Anton Schutz appears above. Among his clients are John D. Rockefeller, Sr. and Jr., Charles M. Schwab and other notables. He is publicity adviser for several internationally known banking houses and numerous corporations engaged in the nation's basic industries—coal, oil, iron, steel and copper. In addition, he represents railroad, textile and meat packing corporations. Such a man has an appreciation of the finer things of life and it is natural that a Parker should minister to his efficiency.



A Shorter Way

**.. a more
productive
day**

*Non-Stop Writing
in Place of Pen-Dipping*



*Business turns to
Parker Fountain Pen Desk Sets
to put lost motion at work*

People who sit inside offices are rapidly discovering that Parker Desk Sets not only increase their daily output, but give the whole place a real air of distinction and alertness. This contrasts strongly with the slow-going aspect of offices that still try to exist on a diet of old-fashioned, ink-spattered ink-

wells and corroded steel pens.

If your office or home has that obsolete look, call or phone any Parker dealer to see how little it costs to make a general housecleaning of out-of-date writing equipment and to inaugurate Parker Desk Sets in its stead.

Parker Duofold Desk Fountain Pens carry their own ink—24% more than average, size for size—and write with Pressureless Touch.

Removable Taper changes the Parker Duofold from a Desk Pen to a Pocket Pen or vice versa on leaving or arriving at the office. No other does this. Get a convertible Parker and save the price of an extra pen.

Bases of Onyx, Glass, Marble or Porcelain, with Ball and Socket Sleeve, hold the pen ever ready within sight and reach; and ornament the finest desk.

\$6.50 to \$100, including Pen. Money back if you're willing to return to pen dipping days after two-weeks' trial of Parker Non-stop Writing. Call or phone your dealer.

THE PARKER PEN COMPANY, Janesville, Wisconsin
Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo, Dallas,
San Francisco; Toronto, Canada; London, England; Heidelberg, Germany

*To prove Parker Duofold is a pen of lifelong perfection, we offer to make good any defect, provided complete pen is sent by the owner direct to the factory with 10c for return postage and insurance.



Mr. Albert Keller, President of the Ritz Carlton, New York, is discovered writing his intimate letters as only Courtesy does write them—by hand. In keeping with the Ritz' world-wide reputation for the finest things of life, it is natural that Mr. Keller should select for his personal writing the celebrated Parker Duofold Pen.

Parker Duofold Desk Sets

Parkergrams

A monthly magazine devoted to the interests of Parker Dealers everywhere, published by The Parker Pen Company, Janesville, Wisconsin, U. S. A.

Monte Smith, Editor

Vol. XV.

August 1929

No. 8

A Word to Salespeople

THE consumer may be king but the man behind the counter is the power behind the throne. He it is who, in large measure, influences, for better or for worse, the decisions of citizen King. Now a retail sales person may be bright, cheerful and agreeable; in a word he may possess many of the requirements for successful selling, but if he doesn't know his merchandise he is at a considerable disadvantage.

The average consumer is a fairly careful buyer, isn't he? He wants to know pretty much what each item he purchases will do for him. While it's hardly within the bounds of reason to expect sales people to be fully conversant with each feature of the hundreds of items carried, there are certain cases, the Parker Duofold for example, where the unit of sale is high enough in price to justify a little intensive study of its advantages.

Have you ever stopped to consider that there is as much profit in the sale of one seven dollar Parker Duofold as there is in the sale of 110 packages of any popular brand of cigarette? A Duofold sale requires one trip to that case in the front of the store—cigarettes require 110 for the same profit. Or, if you are in the drug store, it requires 42 trips to the counter to sell 42 packets of Mr. Bayer's famous aspirin, but they pay no more than one trip from the prescription case to the front of the store to sell a Duofold, and so on.

Frequently in these pages we devote space to pointing out and explaining the construction of the Duofold, wherein it differs from other pens and just what its points of superiority are. If any sales person who reads this would like to have Parkergrams mailed him personally, each month, we would be glad to take care of it for you. Please write to us.

Believe it or not, Mr. Ripley

A PARKER Duofold pen has been discovered as one would an oyster.

Mr. John E. Gruzdeff, an employee of the Northwestern Pacific Railway at their terminal, Tiburon, California on San Francisco bay, tells our San Francisco office of the following experience.

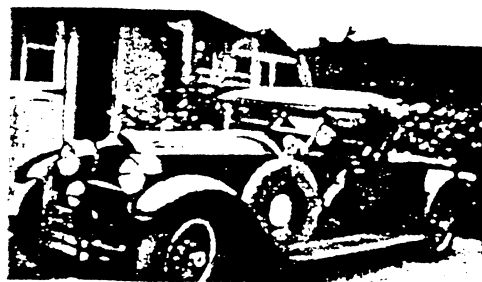
Recently while working on the bottom of a launch, moored in shallow water, he felt something hard

and smooth in the mud under his feet.

Reaching down he was surprised to find a Parker Duofold pen showing evidence of having been in the mud and salt water for a considerable time. Thinking that it had become very much deteriorated by corrosion he was greatly surprised to find that after drying and filling it the pen worked perfectly.

Parker pens do resist what steel will not.

The small boys of Tiburon are now digging in the sand for Parker Duofold pens.



Here's Orville Brown's six thousand dollar Packard, which, he says Parker Pens materially assisted him in buying. Oh, there's money in fountain pens—if you stock a real assortment and tie in with Parkers' national advertising. Mr. Brown, whose fountain pen shop is in the Spitzer Arcade, Toledo, Ohio, says further that the wisdom of putting so much pearl in the Parker Duofold De Luxe is proved by his sales. Out of ten sales in black and white numbers, seven were Parkers, picked by the customer without a sales demonstration!

Missouri Notes

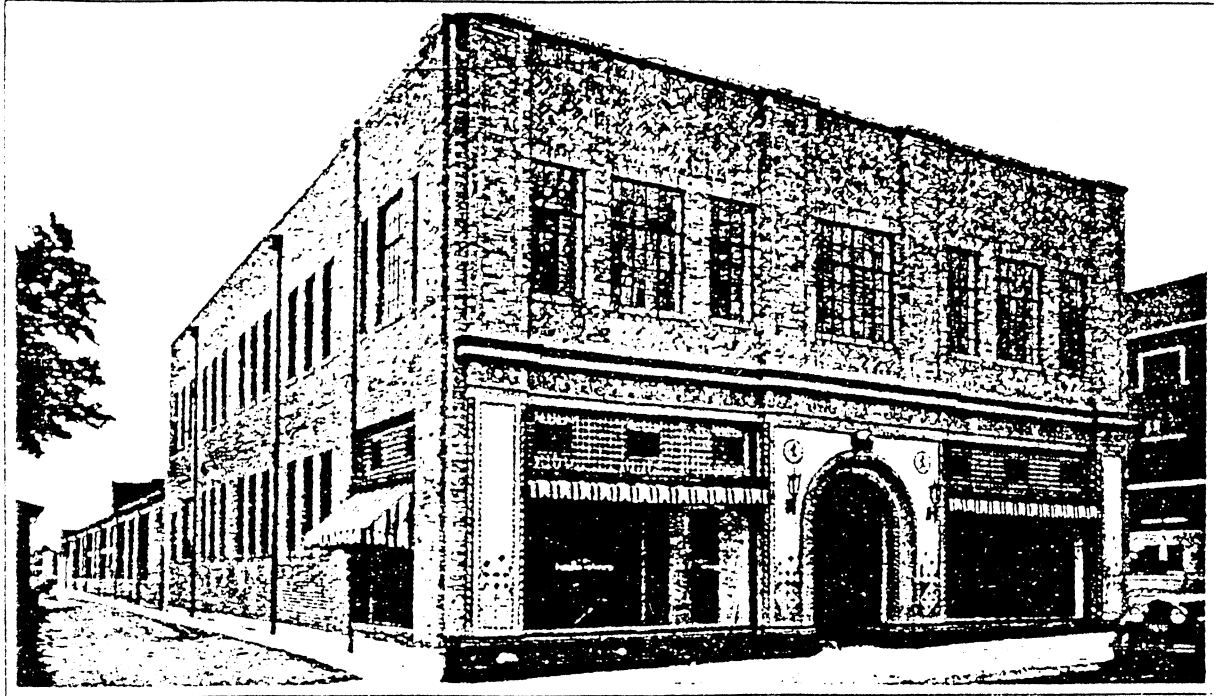
Friends of Gail Overstait, Assistant Manager of the Owl Drug Company, 11th & Walnut Sts., Kansas City, are congratulating him on the arrival of a nine pound boy.

The A. Diamant Jewelry Company are drawing up plans to convert the four small store rooms on the corner of 12th & Walnut into one room. They will be in this new location by August 1st.

Mason D. Bell, who has had a jewelry store at the corner of 13th and Main for the last twenty years, has opened up in a new location at the corner of 12th and Grand.

Liggett Drug Company at 12th and Main have just remodeled their building and are having their formal opening on August 1st. This is one of the most beautiful stores in America and, of course, among their new fixtures will be a new Parker case.

The Peck Drug Company, Columbia's oldest drug store, have just purchased a building four doors east of their present location, and will be open for business in their new place by August 1st.



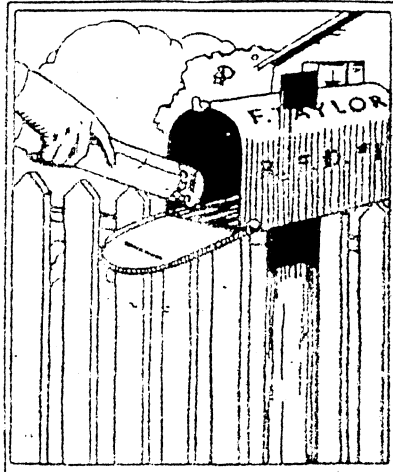
THE Inland Printing Company, 473-477 St. Louis St., Joplin, Mo., is one of the most modern plants of its kind in southwestern Missouri. It was organized in 1904 and has had a steady growth—The sale of Parker Products growing along with it.

Today The Inland Printing Company, of which Mr. H. H. Stonebraker is President, has completed a new building shown above which is large enough to accommodate all departments of the business, together with a most complete stock of office equipment.

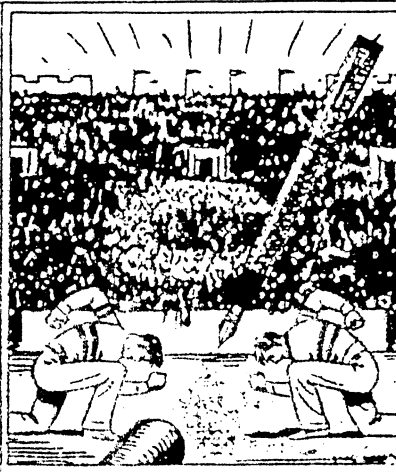


Mr. N. C. Wolf, manager of the Kay Jewelry Company, 15 East Main street, Waterbury Connecticut has the following to say about Parker products:
 "On the opening of our new store, we found that one of the stimulants to our business was the Parker

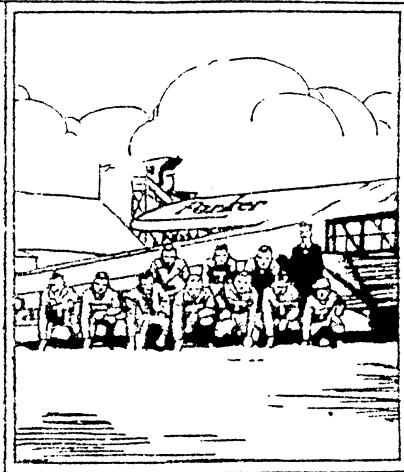
Duofold Fountain Pen. This pen makes a great showing as to appearance and greatly increases our sales. Your advertising is certainly putting it over.
 We sincerely trust that the Parker Pen will continue its good work."



1,577,165 Farm families see Parker Advertising in every issue of the Country Gentleman this Fall



1,200,064 boys and girls are reached by Parker Advertising in Youth's Companion, American Boy and Scholastic



The "Golden Tornado," Georgia Tech's famous football team, represents a few of the 6,000 people who have enjoyed complimentary flights in the "Parker Duofold" monoplane during its country-wide publicity tour.

Two Out of Three People Reached by Parker Newspaper Advertising in the U. S. A.

September Schedule

Key—*a*—Parker Duofold Pens and Pencils
b—Parker Desk Sets
c—Parker's Full Line

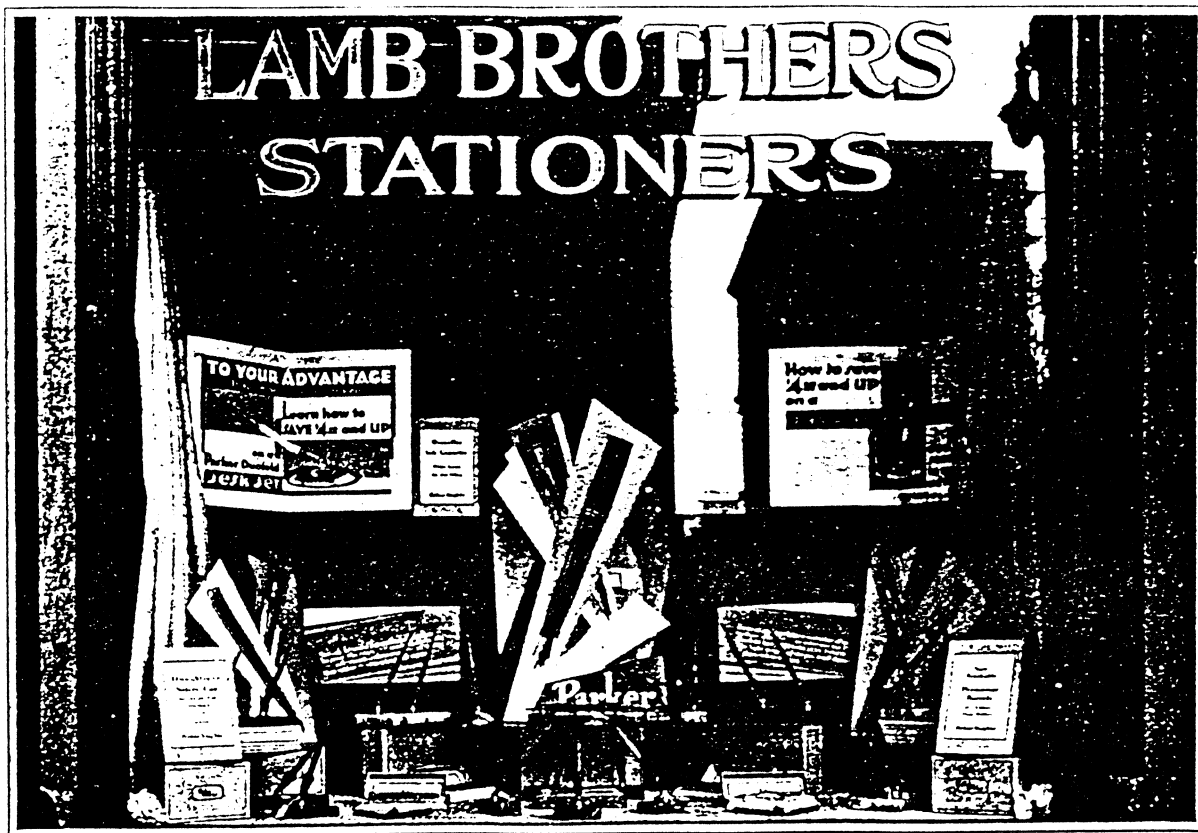
*—Full Pages in Four Colors
 †—1100 line 4 Color Ad
 ‡—7 Full Column Ads, Black and White
 §—Half Page Ads, Black and White
 **—Rotogravure Page

State, City	Newspaper	Parker Circ. Sept.
ALABAMA		
Birmingham	Age Herald News	94,471 9a-19a
Mobile	Register News Item	84,828 19a 18a
Montgomery	Journal & Times	16,500 16a
ARIZONA		
Phoenix	Arizona Republican	27,468 9a-20a
Tucson	Arizona Star	11,231 15a
ARKANSAS		
Fort Smith	S. W. American Times Record	12,019 10a 9a
Little Rock	Arkansas Gazette	26,942 9a
CALIFORNIA		
Fresno	Republican	22,945
Hollywood	Citizen	(Included in Los Angeles)
Long Beach	Press-Telegram	61,385
Los Angeles	Examiner Times Tribune	658,303 1c*
Oakland	Tribune	90,652
Sacramento	Bee	40,343
San Diego	Union Tribune	74,068
San Francisco	Chronicle Examiner	270,889 1c*
San Jose	Mercury Herald	20,908
Stockton	Record	24,110
COLORADO		
Denver	Post	128,886 3a†-9a
Pueblo	Star Journal	10,028 8a
CONNECTICUT		
Bridgeport	Telegram Post	66,045 8a-12a 66,045 8a-12a
Hartford	Courant Times	73,028 6a 9a
New Haven	Register	76,343 8a-12a
Waterbury	Republican American	26,2 6 4a 8a
DELAWARE		
Wilmington	News Journal	88,332 4a 8a
DISTRICT OF COLUMBIA		
Washington	Star Herald Post	288,989 9a-16a-21a 1c* 288,989 12a

State, City	Newspaper	Parker Circ. Sept.
FLORIDA		
Jacksonville	Times Union	47,945 9a
Miami	Herald	67,022 12a
Tampa	Tribune	83,361 15a-27a
GEORGIA		
Atlanta	American Journal Herald	109,206 1c* 9a 14,013 15a
Augusta	Herald	16,698 9a
Macon	Telegraph	22,473 16a
Savannah	News	
IDAHO		
Boise	Statesman	11,336 3a
ILLINOIS		
Bloomington	Pantagraph	13,949 9a
Chicago	Tribune Herald-Examiner News Commercial News	1,728,366 3a-12a-29c* 1c*-9a 5a-16a-23a 10,395 3a
Danville	Review	21,017 2a
Joliet	Herald-News	21,284 3a
Peoria	Transcript Journal	55,095 12a 9a
Quincy	Herald-Whig	24,445 3a
Rockford	Star Register-Gazette	21,666 4a 8a
Springfield	State Register	24,738 3a
INDIANA		
Evanston	Courier	26,989 3a
Fort Wayne	News-Sentinel	40,319 9a-19a
Gary	Post-Tribune	24,957 3a
Indianapolis	News Star	192,357 9a†-16a-23a-30a 12a
Muncie	Star	15,114 9a
South Bend	Tribune	33,112 8a
Terre Haute	Star	20,717 8a,
IOWA		
Cedar Rapids	Gazette & Republican	26,124 3a
Council Bluffs	Nonpareil	3,546 2a
Davenport	Democrat & Leader Times	24,690 6a-12a 8a-10a
Des Moines	Register Tribune	96,802 6a8-12a 3a8-9a
Dubuque	Telegraph Herald & Times Journal	13,745 8a
Sioux City	Morning Journal Evening Journal	28,044 5a-12a 3a-10a

State, City	Newspaper	Parker Circ. Sept.	State, City	Newspaper	Parker Circ. Sept.
Waterloo	Courier	17,496 3a	NEW YORK		
KANSAS			Albany	Knickerbocker Press	31,084 6a-13a
Kansas City	Kansas	22,456 3a		Times Union	1c*
Topeka	Capital	25,423 3a	Binghamton	Press	32,674 6a-13a
Wichita	Eagle	78,624 3a	Brooklyn	Eagle (Included in N. Y. C.)	9a
	Beacon	12a	Buffalo	News	216,185 12a-23a
KENTUCKY				Times	9a-16a-30a
Lexington	Leader	14,990 3a	Elmira	Advertiser	25,038 4a
Louisville	Courier Journal	139,323 19a-26a		Star Gazette	3a
	Times	16a-23a	New York City	American	1c*
LOUISIANA				Herald Tribune	3a-23a
New Orleans	Times-Picayune	185,921 20a-30a		News	3,206,144 12a
	Tribune	16a-23a		Sun	18a
	Newspaper	Parker Circ. Sept.		Times	16a-30a
Shreveport	Times	23,011 16a		Evening World	6a-26a
MAINE			Rochester	American	150,303 1c*
Bangor	News	37,852 9a		Times Union	9a
Lewiston	Sun	13,421 10a	Schenectady	Gazette	23,981 3a
	Journal	9a	Syracuse	American	59,820 1c*
Portland	Press Herald	45,908 10a		Herald	9a
	Evening Express	9a	Troy	Morning Record	23,589 4a
MARYLAND				Evening Record	5a
Baltimore	American	1c*	Utica	Observer Dispatch	34,598 3a
	News	547,950 12a	NORTH CAROLINA		
	Morning Sun	10a-17a-24a	Asheville	Citizen	15,352 3a
	Evening Sun	9a-16a-23a	Charlotte	Observer	21,842 3a-13a
MASSACHUSETTS			Burham	Herald	11,326 9a
Boston	Advertiser	1c*	Greensboro	News	15,370 9a
	Morning Globe	17a	Raleigh	News & Observer	11,075 8a
	Evening Globe	1,124,965 16a	Winston-Salem	Journal	25,120 10a
	Herald	23a		Sentinel	9a
	Traveler	23a	NORTH DAKOTA		
	Post	9a-30a	Fargo	Morning Forum	14,160 4a
Fall River	Herald News	16,023 3a		Evening Forum	3a
Lowell	Courier Citizens	22,023 10a	Grand Forks	Morning Herald	7,428 4a
	Leader	9a		Evening Herald	3a
Lynn	Item	28,375 3a	OHIO		
New Bedford	Times	26,471 3a	Aaron	Bacon Journal	70,497 9a-19a
Springfield	Morning Union	5a-13a	Canton	Repository	41,903 3a
	Evening Union	85,232 4a-12a	Cincinnati	Post	309,563 9a-16a-30a
	Republican	4a-12a		Enquirer	12a-23a
	News	3a-11a		Times Star	12a-23a
Worcester	Telegram	79,213 4a-12a		Plain Dealer	411,315 9a-16a-30a
	Gazette	3a-12a	Cleveland	Dispatch	163,971 3a-9a
MICHIGAN			Columbus	News	71,903 3a-12a
Battle Creek	Enquirer & News	18,793 3a	Dayton	Sun	33,382 6a
Bay City	Times	16,816 3a	Springfield	News	33,382 3a
Detroit	Times	1c*	Toledo	Blade	111,029 9a-16a
	News	837,685 3a-16a-23a-9a	Youngstown	Telegram	40,087 3a
	Free Press	9a	OKLAHOMA		
Flint	Journal	56,520 3a-12a	Oklahoma City	Oklahoman	6a
Grand Rapids	Press	81,896 3a-12a		Times	108,511 3a
Jackson	Citizen Patriot	26,514 9a		Oklahoma News	12a
Kalamazoo	Gazette	28,888 9a		Tribune	62,737 3a
Pontiac	State Journal	36,118 3a-12a		World	13a
Lansing	Press	24,327 3a	OREGON		
Port Huron	Times-Herald	12,321 3a	Portland	Oregon Journal	167,739
Saginaw	News	27,582 3a		Oregonian	
MINNESOTA			PENNSYLVANIA		
Duluth	Herald	37,819 3a-12a	Allentown	Call	21,583 3a
Minneapolis	Journal	5a-9a-16a	Altoona	Mirror	27,595 3a
	Morning Tribune	228,772 4a-30a	Easton	Express	20,664 3a
	Evening Tribune	3a-30a	Eric	Times	36,196 3a
St. Paul	Pioneer Press	145,198 10a-17a	Harrisburg	Patriot	49,152 4a
	Dispatch	9a-16a		News	5a
MISSISSIPPI			Johnstown	Tribune	10,039 8a
Jackson	News	12,071 16a	Lancaster	Intelligencer Journal	32,249 4a
Meridian	Star	3,462 9a		New Era	5a
MISSOURI			Philadelphia	Bulletin	892,308 9a-16a-30a
Kansas City	Star	213,013 8a-15a-22a-29a		Inquirer	
St. Joseph	Gazette	36,473 12a-21a		Evening Ledger	12a-23a
	News Press	9a-18a	Pittsburgh	Sun Telegraph	1c*
St. Louis	Globe Democrat	462,371 5a		Post Gazette	455,038 9a
	Post Dispatch	1c-9a-16a-23a		Press	5a-16a-23a
Springfield	News	21,526 4a-13a	Reading	Eagle	35,698 23a
	Leader	3a-12a	Scranton	Republican	38,764 6a-13a
MONTANA			Wilkes-Barre	Times-Leader	28,560 9a
Butte	Montana Standard	16,013 9a	York	Dispatch	28,083 2a
NEBRASKA			RHODE ISLAND		
Lincoln	Morning Journal	30,719 10a	Pawtucket	Times	24,852 9a
	Evening Journal	9a	Providence	Bulletin	102,214 9a-16a
Omaha	Bee News	1c*	Woonsocket	Call	12,076 3a
	Morning World Herald	135,965 10a	SOUTH CAROLINA		
	Evening World Herald	9a	Charleston	News & Courier	22,203 17a
NEVADA				Post	16a
Reno	Gazette	6,848 9a	Columbia	State	12,828 9a
NEW HAMPSHIRE			Greensboro	News	22,852 10a
Manchester	Union Leader	23,726 4a		Piedmont	9a
	Leader	3a	SOUTH DAKOTA		
NEW JERSEY			Argus Leader	14,215 3a	
Camden	Morning Post	43,441 10a	TENNESSEE		
	Courier	9a	Chattanooga	News	32,284 9a
Jersey City	Jersey Journal	65,465 3a-12a	Knoxville	News Sentinel	34,443 5a
Newark	News	162,203 8a-9a	Memphis	Commercial Appeal	19a
Paterson	Call	25,331 6a		Evening Appeal	149,346 16a
Trenton	State Gazette	57,899 10a		Press Scimitar	9a-16a
	Times	9a	Nashville	Banner	49,148 23a
NEW MEXICO			TEXAS		
Albuquerque	Morning Journal	16,866 6a	Amarillo	News	20,596 10a
	Evening Journal	3a		Globe	9a

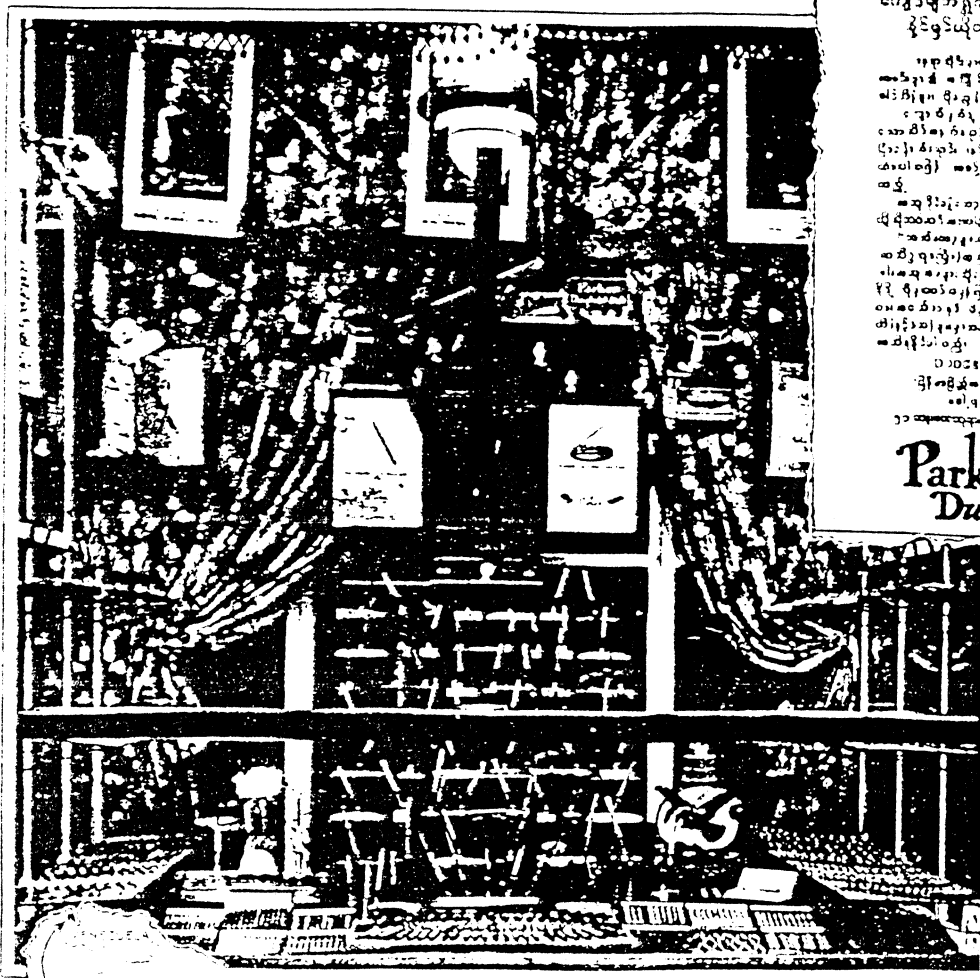
Region, State, City	Newspaper	Parker Circ.	Sept.	Region, State, City	Newspaper	Parker Circ.	Sept.
Austin	American Statesman	19,833	17a	Norfolk	Ledger Dispatch	66,400	9a-19a
Beaumont	Enterprise Journal	22,536	10a	Richmond	News Leader	69,556	9a-19a
Dallas	News	117,712	23a	Roanoke	Times	26,487	4a
El Paso	Times Herald	28,004	1a	WASHINGTON	World News	26,487	3a
Fort Worth	Herald	94,571	3a	Bellingham	Morning Herald	23,023	
Galveston	Record-Telegram	21,053	3a	Seattle	Evening Herald	201,127	1c*
Houston	Star Telegram	70,234	16a-23a	Spokane	Post-Intelligencer	66,680	
San Antonio	Press	109,609	1c*	Tacoma	Times	55,510	
Waco	News Tribune	19,538	17a	WEST VIRGINIA	Chronicle		
Wichita Falls	Times-Herald	20,817	12a	Charleston	Leiger		
UTAH	Record News		9a	Huntington	News Tribune		
Ogden	Standard Examiner	13,573	9a	WISCONSIN			
Salt Lake City	Tribune	55,033	3a	Madison	State Journal	21,464	9a
VERMONT	Deseret News	7,706	3a	Milwaukee	Journal	212,398	5a-16a-23a
VIRGINIA	Free Press		3a	Racine	Sentinel Telegram	18,379	1c*-9a
				Superior	Journal News	12,984	3a
				WYOMING	Telegram		
				Casper	Herald	9,398	4a
					Tribune		3a



Lamb Bros., 6th and Chestnut streets, Philadelphia, are located opposite the old Congress Hall at Independence Square where thousands of visitors come every week from every part of the U. S.

Mr. Ben Leon and Mr. Lawrence have charge of the Pen department and that they run it efficiently is testified by the fact that they sold \$4,500.00 worth of Parker products last year.

Parker Distribution
is World-Wide

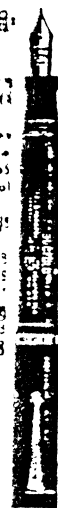


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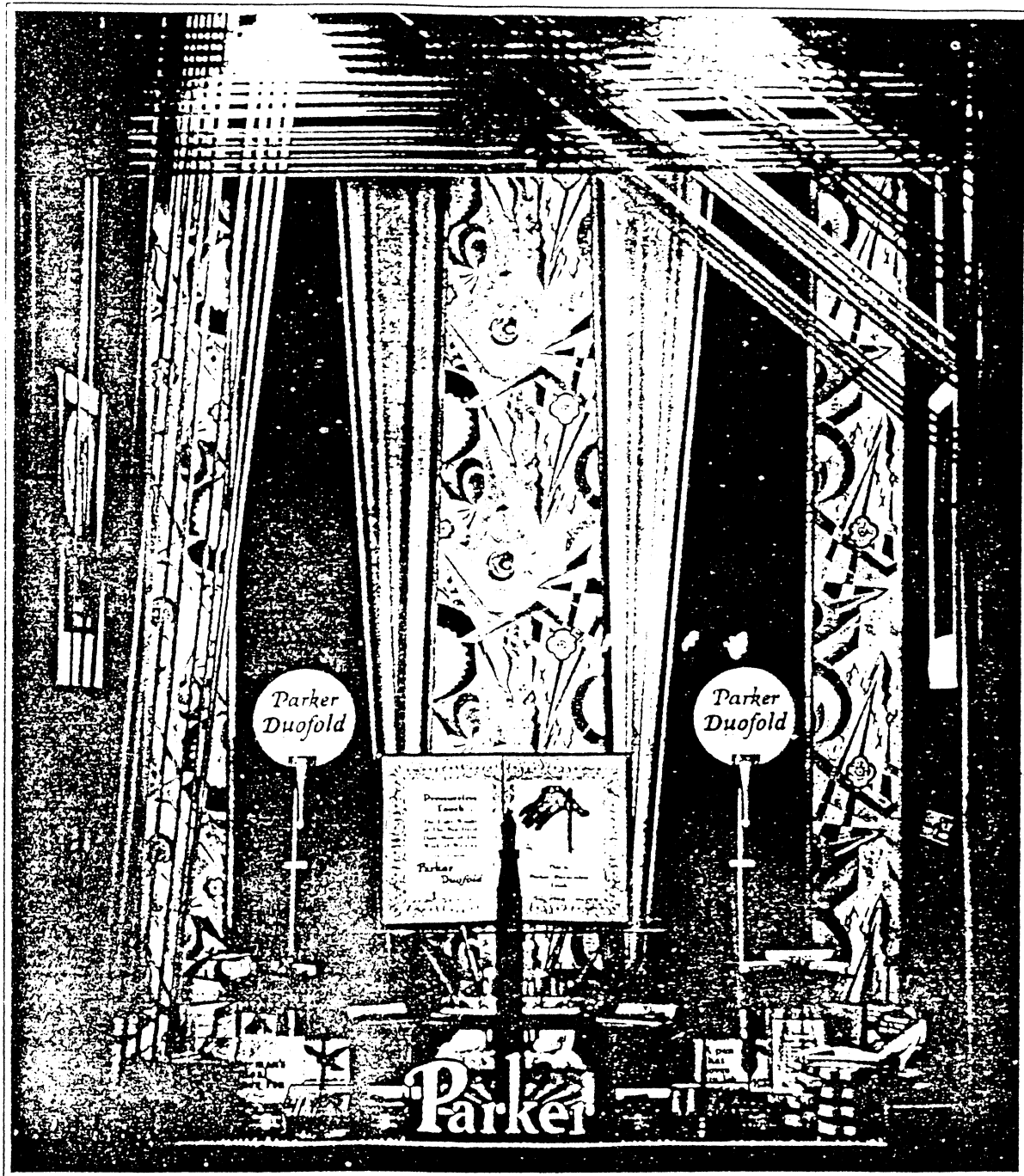
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ပုံစံများကို ကြည့်ပါ။

UJOE SEYMOUR LTD
ပီ ဟု ဝ ဝ ဝ ဝ ဝ ဝ ဝ
အထူးသဖြင့် ကျွန်ုပ်တို့၏ ပီ ဟု ဝ ဝ ဝ ဝ ဝ ဝ ဝ

**Parker
Duofold**



THE hieroglyphics atop which the helmeted gentlemen on the right appear are readily understood in India. There too they know the meaning of "pressureless touch" as well as they do in Maine or California. The window at the left contains a Parker Display by Villasmil & Cia of Maracaibo, Venezuela in South America. The Parker Pen Company and its subsidiaries, with factories in the United States, Canada, England and Germany and distributors in ninety countries in all parts of the world are by far the largest exporters of fountain pens in America. Consumer preference for Parker products is thus not only national—it is international. Wherever American movies have penetrated—and farther—Here you find the Parker Duofold also.

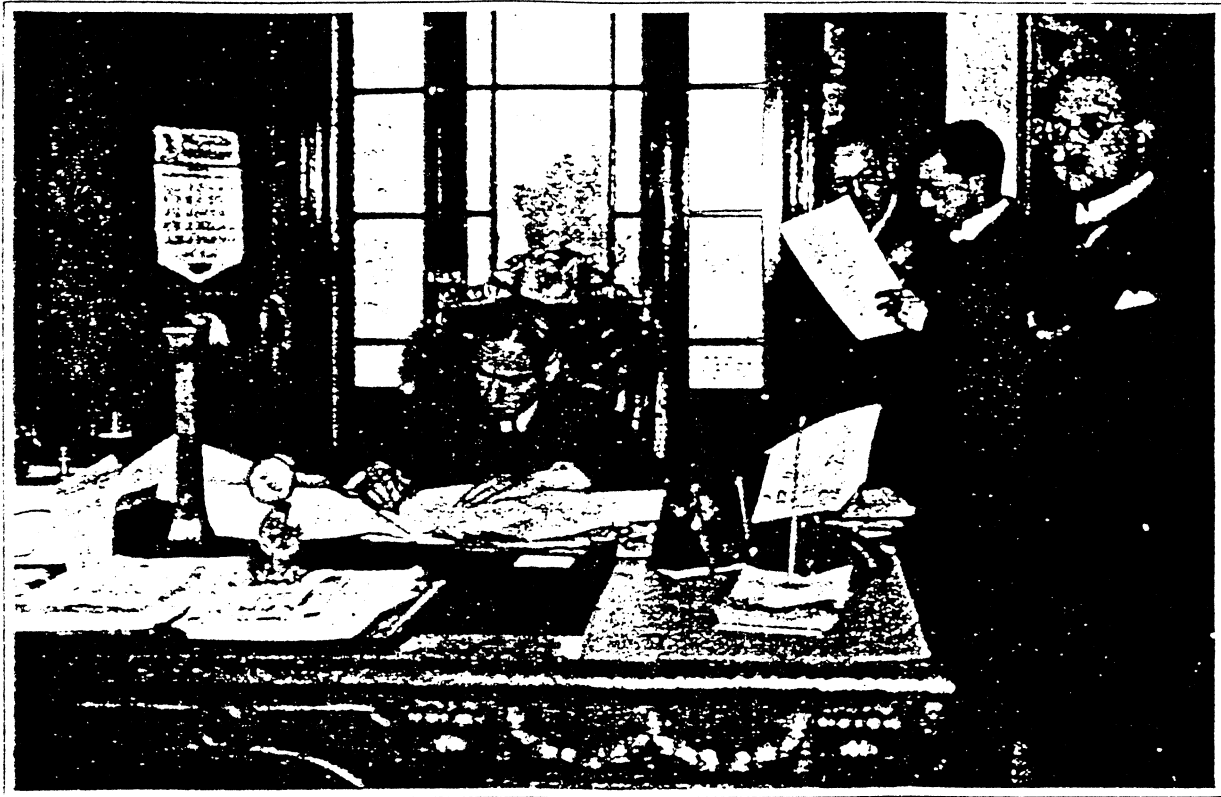


Parker in Denmark

THE firm of August Bangs Boghandel, Vesterboogade 60, Copenhagen, Denmark recently installed a Parker gross case. The proprietors, Messrs. Ejvind Christensen and Philipson are most enthusiastic over

the results. After dressing their window as shown above they sold more Parker pens in one week than they had formerly sold of another make in a month.

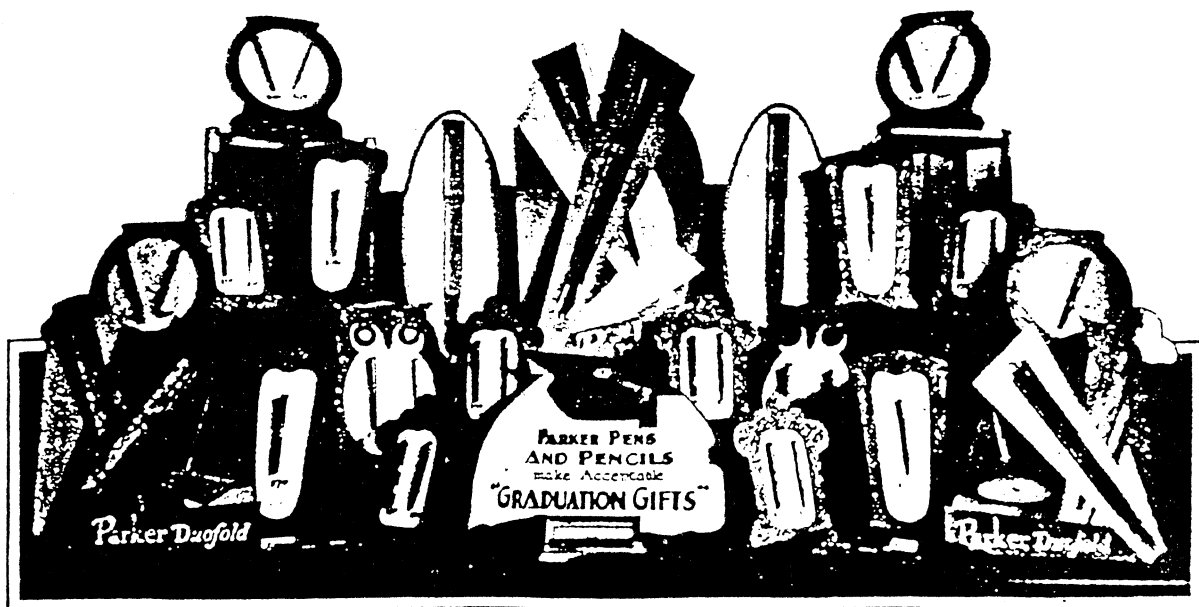
At home and abroad—Parkers sell fastest.



How Parker Helps Make History

The above scene reveals the president of the Republic of Ecuador, Senor Isidro Ayora, in the act of signing the new constitution of that country

which was recently completed by its National Assembly. The pen used by the President of this progressive Republic was a Parker Duofold.



An unusually attractive Parker display by The Owl Drug Co., 3rd and Pike, Seattle.



The Chase Pen Shop, St Paul

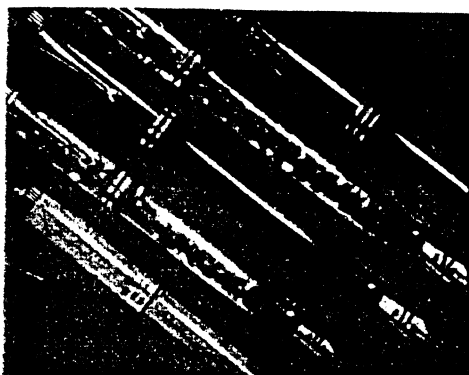
Mr. E. Z. Chase, manager of the Chase Pen Shop, 156 Bremer Arcade, St. Paul, Minnesota writes:
 "You will no doubt be interested in knowing that our profits from the 18 doz. assortment and complete

line of Parker Desk Sets which we carry at all times, has during 1928 and 1929 to date, been highly satisfactory, due to turning our stock several times each year. All the Parker line are live numbers.



The gentleman in the inset is Mr. W. E. Lowe in charge of the Fountain Pen Dept. of the Swabacher Frey Stationery Co., Los Angeles. Mr. Lowe knows fountain pens from A to Z and that is why they have so many Parker windows.

\$5 and \$7 in color; \$7.50, \$8.50 and \$10 in *Moderne*
Black and Pearl. Pencils to match, \$3 to \$5.



In School—in Business . . .

Does Everything

*but Your Thinking
and Clears the Track for That*

*Guaranteed Forever Against All Defects

Parker Pressureless Touch—presented in Duofold Pens—asks no one to strain his muscles and exert his mind to do its job of writing. The ink connects with your paper a split-second sooner than the point, and its flow keeps pace with the speed of your hand by contact alone—not by pressure!

Now, Parker's method rules throughout America. A census of pens in 13 technical schools disclosed that Parker leads in popularity 2 to 1. And a nation-wide poll conducted by the Library Bureau proved Parker the preference by 25%.

Non-Breakable Barrels of lustrous, jewel-like Permanite, smartly black-tipped—shapely, quick and light as a dart—28% lighter than rubber, holding 24% more ink than average, size for size. Your judgment will never be challenged if you carry this fountain pen classic. Step up to any good pen counter and select your point.

THE PARKER PEN COMPANY, Janesville, Wisconsin.
Offices and Subsidiaries: New York, Chicago, Atlanta, Buffalo,
Dallas, San Francisco; Toronto, Canada; London, England;
Heidelberg, Germany.

This demonstrates Parker Pressureless Touch



Mr. Albert Keller, President of the Ritz Carlton, New York, is discovered writing his intimate letters as only Courtesy does write them—by hand. In keeping with the Ritz' world-wide reputation for the finest things of life, it is natural that Mr. Keller should select for his personal writing the celebrated Parker Duofold Pen.

Parker Duofold \$7 and \$10

* To prove Parker Duofold is a pen of lifelong perfection, we offer to make good any defect, provided complete pen is sent by the owner direct to the factory with 10c for return postage and insurance.

FRANCE EGYPT ITALY HOLLAND PERSIA INDIA SPAIN

THE PARKER PEN COMPANY

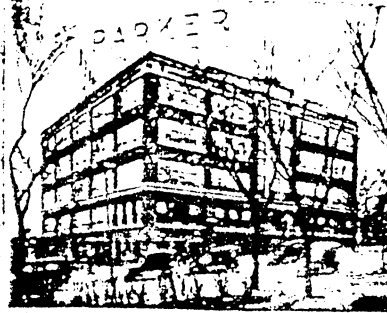
GENERAL EXECUTIVE OFFICES AND MAIN PLANT—LANESVILLE, WISCONSIN, U. S. A.

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NEW YORK OFFICE
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SUBSIDIARIES

The Parker Fountain Pen Company, Ltd.
315 Spadina Ave., Toronto, Canada
Parker Aktiengesellschaft
Heidelberg, Germany

The Parker Pen Company, Ltd.
Bush House, Strand, London, England.
Osmia Füllhalter G. M. B. H.
Dosenheim, Germany

FOREIGN DISTRIBUTORS

Country or City	Distributor	Country or City	Distributor
Algeria	Georges Dusauze	Honduras	Huber Honduras Co.
Anglo-Egyptian Sudan	The Standard Stationery Co.	Hongkong	Dodge & Seymour, Ltd.
Angola	The Wile Corporation	India	Dodge & Seymour, Ltd.
Arabia	Omer Ihsanullah & Bros.	Italy	Ing. E. Webber & C.
Argentina	The River Plate Supply Co.	Ivory Coast	The Wile Corporation
Australia, Brisbane	Bestley & Pike, Ltd.	Jamaica	Chas. E. Ramson
Australia, Sydney	Slade, Allan & Company	Japan	Dodge & Seymour, Ltd.
Belgian Congo	The Wile Corporation	Java	Soekaboemische Snelpersdrukkerij
Belgium	W. H. Smith & Son	Kenya Colony	Taws Limited
Bolivia	Murillo Hnos.	Liberia	The Wile Corporation
Brazil	A. Cardoso Filho	Luxemburg	W. H. Smith & Son
British Guiana	Thos. Boyd & Co.	Madeira	Castro, Camacho & Cia.
British Honduras	Tropical Trading Company	Malta	Citron's
British West Indies	Thos. Boyd & Co.	Mesopotamia	W. D. Zabbai
Cameroun	The Wile Corporation	Mexico	National Paper & Type Co., Inc.
Ceylon	Dodge & Seymour, Ltd.	Nicaragua	Arthur O. Wallace
Chile	Curphey & Jofre, Ltda.	Nigeria	The Wile Corporation
China	Dodge & Seymour, Ltd.	Norway	Chr. Olsen
Colombia, Barranquilla	Eralio Royo	Nyasaland	The African Lakes Corporation, Ltd.
Colombia, Bogota	Zubiria, Jimenez & Cia.	Palestine	The Palestine Educational Co.
Colombia, Cartagena	Hijos de Augusto Tono	Panama & Canal Zone	Kelso-Jordan Sales Co.
Colombia, Cali	T. J. Martinez & Cia.	Paraguay	The River Plate Supply Co.
Colombia, Medellin	R. E. Restrepo & Cia.	Persia	Farchi-Wekili & Cie.
Costa Rica	The Costa Rica Mercantile Co.	Peru	National Paper & Type Co., Inc.
Cuba	Union Comercial de Cuba, S. A.	Philippine Islands	H. E. Heacock—I. Beck Co., Inc.
Cyprus	J. S. Namy	Poland	A. J. Ostrowski
Dahomey	The Wile Corporation	Porto Rico	National Paper & Type Co., Inc.
Denmark	Chr. Olsen	Portuguese East Africa	Allen, Wack & Shepherd, Ltd.
Dominican Republic	J. D. Maxwell	Salvador	E. E. Huber & Co.
Dutch New Guinea	Soekaboemische Snelpersdrukkerij	Senegal	The Wile Corporation
Dutch West Indies	Marchena and Moron	Sierra Leone	The Wile Corporation
Ecuador	V. M. Janer	South Africa, Johannesburg	Central News Agency, Ltd.
Egypt	The Standard Stationery Co.	Spain	C. & G. Carandini, Ltda.
Federated Malay States	Weill and Montor	Straits Settlements	Weill and Montor
Fernando Po	The Wile Corporation	Sumatra	Soekaboemische Snelpersdrukkerij
Finland	Chr. Olsen	Sweden	Chr. Olsen
France	W. H. Smith & Son	Switzerland	Fenner & Lutz
French Congo	The Wile Corporation	Syria	Syria Auto & Electric Co., Beirut
French Guinea	The Wile Corporation	Tanganyika Territory	Dar-es-Salaam P. Y. P. Works
French Indo-China	Weill and Montor	Togoland	The Wile Corporation
Gambia	The Wile Corporation	Tunis	Louis C. A. Barrabini
Gold Coast	The Wile Corporation	Uganda	Uganda Bookshop
Guatemala	Tropical Trading Company	Uruguay	Pablo Ferrando
Haiti	Mohr and Laurin	Venezuela, Caracas	Pardo & Mosquera
Hawaii	Nyten Bros. & Co. Ltd.	Venezuela, Maracaibo	Villasmi & Cia.
Holland	N. V. Gebr. Rijkers		

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